

Ahead of the Curve

TOWN HEALTH SOLUTIONS

EXAMPLES OF INNOVATION & ADAPTATION
IN SAINT JOHN AND AROUND THE WORLD

COVID-19 BUSINESS REALITY

Town Health Solutions with offices throughout New Brunswick was on total shut-down for the first month of the COVID pandemic.

INSIGHTS & ACTION



Town Health Solutions wanted to stay relevant to its clients and allow them to continue their healthcare journey. To do this it needed to explore technology solutions. The company was using 'Cliniko' as its booking, notation, and consultation software. During the pandemic, Cliniko updated its platform to include video capability. Using Cliniko, Town Health Solutions now offers telehealth services like e-consultation, health plans, and demonstrations. It also accelerated the use of a home-guided exercise app called Injury Map that provides stretches and exercises for clients based on the selected injury or discomfort.

RESULTS

Expanding use of Cliniko has been a success. All clinics remain open to clients virtually, and Town Health Solutions has continued to improve the well-being and healthcare outcomes of their patients.



LESSONS LEARNED

- Look at industry best practices and adopt what is applicable and viable. Town Health Solutions needed to serve its clients during the shut-down and quickly learned it had tools it could leverage to do so.
- Think about opportunities we know we have available but have never needed to implement. Now is a good time to invest in proven technologies and innovation.
- Use this time to institute productivity solutions that will help transform how you serve clients in the future. Offering telehealth and e-consultation solutions will offer additional ways for Town Health Solutions to connect with their customers post COVID-19.

LEARN MORE AT [TOWNHEALTHSOLUTIONS.COM](https://www.townhealthsolutions.com)

FOR COVID-19 BUSINESS TOOLS & RESOURCES VISIT [EDGSJ-CURVE.COM](https://www.edgsj-curve.com)



**ECONOMIC
DEVELOPMENT**

GREATER SAINT JOHN